



Advertising your property

With 9 out of 10 buyers using the internet to search for property to buy*, it is important to understand your advertising options.

Did you know that there are various internet advertising products available, to suit your budget and increase the exposure of your property.

Ask your agent about these low cost products and how they can be included in your advertising schedule:

Guaranteed Top Spot

- Your property will appear exclusively at the TOP of the search results page in your suburb.
- Includes more photos to generate more exposure and more interest in your property.

Feature Property

- Your property is given a priority placement and will appear towards the top of the search results.
- Includes a large photo and a red border for more prominence.

eBrochure

- eBrochure is an email brochure of your property that is sent to all the buyers in the realestate.com.au database whose 'search' criteria match your property listing.
- Target buyers who are looking for a property just like yours!

The image displays several screenshots of the realestate.com.au website interface. At the top, there are navigation tabs for 'Buy', 'Rent', 'Share', 'Renovate', 'Build', 'Sell', and 'Retire'. Below this, there are several property listings for 'SOUTHVIEW' with prices ranging from \$550,000 to \$1,100,000. Each listing includes a photo, a title, a brief description, and an auction date. A sidebar on the left contains sections for 'Home Loan Centre', 'Email Alerts', and 'Price' filters. At the bottom, there is a 'Real Estate News' section with links to 'Weekly Video Report', 'Real Estate Blogs', 'Real Estate Newsletter', and 'Real Estate Podcasts'. A red box at the bottom left contains the text: 'Print this flyer and take it to your real estate agent to find out how these advertising products can help assist the sale of your property'.